**Santa Rosa Travel Brochure Rubric**

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| **Category** | **Exemplary 4** | **Proficient 3** | **Developing 2** | **Emerging 1** | **No Evidence 0** |
| **Content accuracy and information validity (40%)** | All facts in project and presentation are accurate. Student introduces information that is accurate and new/interesting to the viewer. All sources are correctly sited in a references page, including at least one EBSCO source. | All facts in project and presentation are accurate. All sources are correctly sited in a references page, including at least one EBSCO source. | Most facts in project and presentation are accurate. All sources are not listed and/or sited correctly on the references page. Student may or may not have included an EBSCO source. | Some facts in project and presentation are accurate. All sources are not listed and/or sited correctly on the references page. Student did not include an EBSCO source. | No facts in project and presentation are accurate. Student lists no references. |
| **Attractiveness and organization of information presented (20%)** | All components (written and visual) have exceptionally attractive formatting and well-organized information that enhances understanding for the viewer. | All components (written and visual) have attractive formatting and well-organized information. | Most components (written and visual) contain well-organized information. | Some components (written and visual) contain well-organized information. | No components (written and visual) have attractive formatting and/or well-organized information. |
| **Graphics/pictures (20%)** | Graphics/pictures match the topic and text in the section in a way that enhances understanding for the reader. Each section has no more than two graphics/pictures, and there are at least a total of three graphics/pictures used in the entire brochure. | Graphics/pictures match the topic and text in the section. Each section has no more than two graphics/pictures and there are at least a total of three graphics/pictures used in the entire brochure. | Graphics/pictures may or may not match the text in the section. Each section may have more than two graphics, and/or less than a total of three graphics/pictures used in the entire brochure. | Graphics/pictures do not match the text in the section. Each section may have more than two graphics/pictures and/or less than a total of three graphics/pictures used in the entire brochure. | There are no graphics/pictures in the brochure. |
| **Writing /Grammar (20%)** | All writing in project is grammatically correct and spelled correctly. Choice of words is used in a meaningful way to enhance understanding for the reader. | All writing in project is grammatically correct and spelled correctly. | Most writing in project is grammatically correct and spelled correctly. | Some writing in project is grammatically correct and spelled correctly. | No writing in project is grammatically correct and spelled correctly. |